BTEC Assignment Brief

Qualification	Pearson BTEC Level 3 International Extended Diploma in Enterprise and Entrepreneurship
Unit number and title	**Unit 38: Marketing Communications in Business**
Learning aim(s)	**A** Explore the purpose of marketing communications in achieving marketing aims and objectives **B** Investigate marketing communications techniques to raise awareness and boost revenue
Assignment title	**Purpose and Techniques of Marketing Communication**
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	Marketing communication techniques are an important part of a marketing strategy, used by commercial and not for profit businesses, in their efforts to increase revenue and/or raise awareness of their products or services. As part of your course you are to spend some time shadowing a marketing professional in a local business. To demonstrate your thorough understanding of the importance of marketing communications, you are required to write a report on the marketing communications of a range of businesses of your choice. This report will detail the purpose of marketing communications in achieving increased awareness and revenue, compare the marketing communication techniques and strategies used, and take into account the impact of any ethical and legal issues on their overall marketing communication strategies.

Task	**Marketing communication - an evaluative report** You will need to begin by choosing a range of different businesses which seek to raise awareness amongst customers or boost revenue, or both. At least two of them must be contrasting, e.g. in the private and public sector or private sector and charity. You should research the range of businesses and investigate the marketing communication techniques they deploy and their impact. Using this research, produce a detailed, well researched report in two sections. **Section One** - The first section of your report should explore the purpose of marketing communications in achieving the marketing aims and objectives

	in business, using examples you have investigated to illustrate. Ensure you cover the following: ● Explanation of the purpose of marketing communications for business. ● Assessment of the effectiveness of communication and choice of media in the overall marketing communications strategy for a business. ● Discussion how ethical and legal factors will affect a marketing communication strategy. Finally, conclude this section of the report by evaluating the extent ethical, cultural and legal factors have impacted on the choice of a marketing communications strategy. **Section Two** - The second section of your report will investigate the marketing communications techniques used by **two contrasting** businesses to raise awareness and boost revenue. Examples of these techniques must be referred to, and include differing forms of advertising, sales promotions, public relations, direct marketing, personal selling, and the various communication tools which can be used. In this section of the report, you should: ● Explain how each of the two contrasting businesses use marketing communications techniques, giving examples to illustrate your points. ● Compare the similarities and differences of the techniques used by each business. ● Evaluate the success of the marketing communications strategies used by the two businesses. Your evaluation must consider the strengths and weaknesses of each strategy and reach a justified conclusion.
Checklist of evidence required	● Evidence of research of a range of businesses and their marketing communications ● An individually prepared report

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria, you must show that you are able to:
11/A.D1	Evaluate the extent to which ethical and legal issues impact on the choice of a marketing communications strategy.
11/B.D2	Evaluate the success of the marketing communications strategies used by two contrasting businesses
11/A.M1	Assess the importance of effective communication and choice of media in the overall marketing communications strategy of a business.
11/B.M2	Compare how two contrasting businesses use marketing communications techniques to raise awareness and boost revenue.
11/A.P1	Explain the purpose of marketing communications.
11/A.P2	Discuss how ethical and legal issues affect a marketing communications strategy.
11/B.P3	Explain, using examples, how two contrasting businesses use marketing communications techniques to raise awareness and boost revenue.
Sources of information to support you with this Assignment	**Websites** www.cim.co.uk/files/marcomms.pdf The CIM has a range of materials to include a 10-minute guide on how to plan marketing communications. http://panmore.com/nike-marketing-communications-mix https://www.marketingweek.com/2014/03/12/save-the-children-commits-to-more-global-marketing-following-success-of-if-london-were-syria-campaign/ **Above are some examples of websites. Further useful resources may be found at** http://qualifications.pearson.com/en/qualifications/btec-nationals/enterprise-2016.html
Other assessment materials attached to this Assignment Brief	*N/A*